

ERIE-NIAGARA REGIONAL PARTNERSHIP
INSTITUTE FOR LOCAL GOVERNANCE AND REGIONAL GROWTH
UNIVERSITY AT BUFFALO
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Hon. Barry Weinstein, MD

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Administrator:

Tod A. Kniazuk

Memorandum

To: Co-Chairs Clyde Burmaster & Barry Weinstein, MD

From: Economic Development Subcommittee Chair Hector Titus

Re: September small business steering committee meeting

Date: October 1, 2004

In lieu of the Erie-Niagara Regional Partnership's Economic Development Subcommittee, following are the minutes from the September 1, 2004 small business steering committee, as well as the subsequent work on the solicitation for proposals.

**Small Business Steering Committee Meeting No. 2
September 1, 2004**

Present: Hector Titus, Kurt Alverson, Meredith Andreucci, Lauren Breen, Michael Casale, Timothy Doolittle, Ann Enger, James Finamore, Lou Jean Fleron, Tim Leyh, Andrea Lizak, Kathleen Miller, Paul Parise, Melinda Rath Sanderson, David See, Timothy Wanamaker, Barry Weinstein, Paul Westfall, Lawrence Witul

Erie-Niagara Regional Partnership (ENRP) Economic Development Subcommittee Chair Hector Titus welcomed the steering committee. The members introduced themselves.

ENRP Administrator Tod A. Kniazuk reviewed the minutes of the previous meeting as a means of introducing a draft outline of several sections of the website, including a series of questions for the interactive search.

Several suggestions were made and adopted by the group, including capturing data from the questionnaire and tracking hits on various parts of the site. On the issue of the calendar, it was decided to link to the Empire State Development calendar.

Several of the questions for the interactive search were altered and reordered. The following is the revised outline of the site:

Interactive Search Questions:

1. Is your business currently incorporated?
 - a. Yes
 - b. No
2. Is your business currently open?
 - a. Yes
 - b. No
3. How long have you been delivering your product/service?
 - a. *Entry Field*
4. Current or proposed business location? (2 choices)
 - a. County
 - i. Erie
 - ii. Niagara
 - b. City, Town, or Village
 - i. See RIN
5. What type of assistance are you looking for? (check all that apply)
 - a. Financial
 - i. Grants
 - ii. Loan Guarantees
 - iii. Multiple Funding Types
 - iv. Tax Credits/Abatements
 - v. Venture Capital
 - vi. Technology Investment
 - vii. Other
 - b. Technical
 - i. Marketing/Sales Training
 - ii. Business Plan Development
 - iii. Healthcare
 - iv. Other
 - c. Workforce
 - i. Training
 - ii. Other
 - d. Other
6. Is your company an exporter?

- a. Yes
 - b. No
7. What industry does your business fall under?
- a. See NAICS major classifications
8. How many people does your business currently employ?
- a. None
 - b. Less than 5
 - c. 6 to 10
 - d. 11 to 50
 - e. 51 to 100
 - f. 101 to 500
 - g. More than 500
9. How many employees will you employ after opening/expanding?
- a. None
 - b. Less than 5
 - c. 6 to 10
 - d. 11 to 50
 - e. 51 to 100
 - f. 101 to 500
 - g. More than 500
10. What is business owner(s) race/ethnicity? (check all that apply)
- a. Native American
 - b. Hispanic
 - c. Asian
 - d. African American
 - e. White
 - f. Other
11. What is the business owner(s) gender?
- a. Male
 - b. Female
 - c. Male/Female Partnership
 - d. Male/Male Partnership
 - e. Female/Female Partnership
12. What is the business owner(s) age?
- a. *Entry Field*
13. What is the business owners(s) income bracket?
- a. \$0 to 19,999

- b. \$20,000 to 39,999
- c. \$40,000 to 59,999
- d. \$60,000 to 79,999
- e. \$80,000 to 99,999
- f. \$100,000 plus

14. Other qualifying factors? (check all that apply)

- a. Disabled
- b. Veteran

Results Page: Program name (clickable for description)

Agency Name
 Agency Address
 Agency Phone
 Agency Fax
 Agency E-mail
 Agency website

This will be printable or downloadable (pdf).

If they click on the program name, a new window pops up with the description and contact information for that program.

List Page: List by programs, sortable by agency and assistance type.

Program name (clickable for description)
 Agency Name
 Agency Address
 Agency Phone
 Agency Fax
 Agency E-mail
 Agency website
 Program description (brief?)

Other: FAQ and Document Series
 Glossary of terms (clickable from rest of site)
 Calendar
 Hit counter

Next, the group decided that a solicitation for proposals should be sent out. Staff will prepare and send out to firms recommended by the group, as well as others.

At the next meeting, the group will focus on management issues and outreach.

The next meeting was scheduled for Wednesday, October 6 at 9 a.m. in Hayes Hall Room 108, UB South (Main Street) Campus.

Titus thanked the groups for their attendance and participation, and adjourned the meeting.

The SFP was sent on September 187, 2004 to the following:

2 Market on the Web
A1 Communications
Aldomedia
Algonquin Studios, Inc.
Ataj Solutions
AURORA Consulting Group, Inc.
Avantis Design LLC
Binatech Systems Solutions, Inc.
CenterPage Inc.
Choice One Online
Client LLC
Client Solutions of WNY, LLC
CompSys Technologies, Inc.
Computer SOS, Inc.
Conbrio
Creative Advertising Techniques
Data Zone Consulting
Electro Tech Solutions
Eveneye, LLC
Graphicon Services, Inc.
Innovative Marketing Strategies
Innovative Solutions
KaäBa Interactive
Kentropolis Internet Services
Lantrax
Microlanguage LLC
The PCA Group, Inc.
Rare Earth Interactive
RFQlogix Corp
RLComputing
Sassy Design Group
Syngine.com LLC

System Resource
The Talking Phone Book
Universal Computing Solutions
WebEditor Design Services, Inc.
WebEssentials
WebMedia Services, Inc.
WNY Internet Partners
WorldWebDex

Black Capital Network Website
Info Tech Niagara Website
Erie-Niagara Regional Partnership Website

Responses are due no later than October 20, 2004. The steering group will review and make recommendations for ENRP's approval at our December general meeting. Attached is a copy of the SFP:

Solicitation for Proposals
Design and Development of Small Business Assistance Website
Erie-Niagara Regional Partnership

INTRODUCTION

The Erie-Niagara Regional Partnership (ENRP) requests qualified parties to submit proposals to design and develop a small business assistance website. Work includes survey administration (confirmation and gathering of relevant data), database construction, and website design (homepage, interactive search, sortable list page, and other related pages into a full website, and revision of said site after consultation with the ENRP).

BACKGROUND

ENRP is an ad hoc subcommittee of the Niagara and Erie County Legislatures in partnership with the public, private, and non-profit sectors in the two counties. Formed in 1998, ENRP is charged with pursuing bi-county collaborative projects in the areas of economic development, government affairs, tourism & culture, and transportation. ENRP is administered through a contract with the University at Buffalo Institute for Local Governance and Regional Growth.

ENRP has approved the creation of the aforementioned website with a goal of making small business assistance information more readily accessible to users. Staff has assembled a database of 275 programs at 60 agencies which will serve as the basis of the website. The group has budgeted no more than \$10,000 for completion of this project.

PURPOSE AND SCOPE

ENRP seeks a qualified individual or firm to design and develop a small business assistance website. Design and development of the website will include the following:

- Homepage; with links to the interactive search, sortable list, frequently asked questions, helpful documents, glossary, and calendar pages
- interactive search of programs and agencies, consisting of a series of questions that will act as a means of narrowing the programs into a result page of those for which the user is most likely eligible based on their answers; users will for some questions be able to choose multiple answers, and can choose not to answer any or all of the questions

- sortable list of programs, agencies, and assistance categories
- frequently asked questions page
- helpful documents page
- glossary page (also available by clicking on terms on any other page)
- link to Empire State Development calendar of events
- design and development of a relational database management system that will serve as the back end engine for many aspects of the site
- content/data management; including data gathering, confirming, updating and integrating existing data, populating the appropriate data tables based on the terms/criteria of the site
- development of mechanisms for data capturing, web traffic analysis/reporting
- creating a web-based administration interface, including training for ENRP staff

The frequently asked questions, helpful documents, and glossary text will be provided by ENRP, then formatted and built into the website by the successful applicant.

The successful applicant will have six (6) weeks following the execution of an agreement to complete the aforesaid work and present it to ENRP, and four (4) weeks following the presentation to revise and present a final site to ENRP. The site, its domain name, and all its contents will, at that time, become the property of the Erie-Niagara Regional Partnership and will be transferred to the server of ENRP's choice.

FILING PROCEDURES

A sealed envelope containing 30 copies of the proposal should be sent to Tod A. Kniazuk, Administrator, Erie-Niagara Regional Partnership, Institute for Local Governance and Regional Growth, University at Buffalo, Beck Hall, 3435 Main Street, Buffalo, NY 14214. Responses must be received no later than 5 p.m. on October 20, 2004.

ENRP anticipates making a final decision on this matter on or about December 3, 2004.

Any questions about this solicitation for proposals should be directed to Tod A. Kniazuk in writing or via e-mail at tkniazuk@buffalo.edu no later than 5 p.m. October 11, 2004.

All respondents will be notified of the award decision, if any, via e-mail within a week of the selection of the successful applicant. Please be sure to include an e-mail address in your response.

ELEMENTS OF THE PROPOSAL

1. Provide a brief description of your organization and your experience in executing projects similar to the one proposed, including manpower and technical capabilities.
2. Provide two references and qualifications for your organization, as well as for the individual who will be in charge of leading the effort.
3. Provide a detailed plan of the process and technical requirements of delivering this project as described in the time allotted and for a cost not to exceed \$10,000. The plan should include a breakdown for all pricing and staffing information.

EVALUATION CRITERIA

Each proposal will be evaluated based on the following criteria:

- Experience and qualifications of the respondent and the individual(s) assigned to the project
- Soundness, practicality and thoroughness of the proposed approach to the project, including work schedules, task sequences, and allocation of staff
- Ability to meet the project's objectives and timetable
- References
- Overall cost